

In the Claims

1. (Currently Amended) A method comprising:

**presenting a collection of retail items, each having an indicia associated therewith, in a bricks and mortar store offering items for sale;**  
**sensing the indicia associated with selected ones of said items;**  
**compiling a list identifying the items whose indicia were sensed;**  
**sensing indicia from selected items offered for sale in a bricks and mortar store, and compiling a list therefrom;**

storing said list in a data structure associated with a user; **and**

**said user later signing-on to an on-line store or virtual storefront over the internet, from a user's computer;**

**later recalling said list;**

**said on-line store or virtual storefront** using said ~~recalled~~ list to present **to said user** a customized selection of items **in an on-line shopping environment on a display of the user's computer;** and

**through use of a user interface of the user's computer,** receiving input from **[a]** **the** user identifying a subset of items from said customized selection of items, **in connection with a purchase transaction of said subset of items from the on-line store or virtual storefront;**

**wherein the sensing of item indicia in the bricks and mortar store facilitates user shopping in an on-line store or virtual storefront, by enabling customization of the selection of items presented to the user by said online store or virtual storefront.**

2. (Canceled)

3. (Original) A method of conducting an online shopping session comprising:

identifying a user **to an on-line store or virtual storefront** by reference to a login identifier **presented through a user interface displayed on a user computer;**  
recalling a list of products associated with the user;

presenting products from said list to the user for selection;  
receiving user selections of products to be purchased;  
receiving an indication that the user is finished selecting products; and  
thereafter querying the user regarding possible purchase of an item not selected by the user but on said recalled list, before completing the online shopping session **with said on-line store or virtual storefront.**

4. (Original) A computer storage medium having instructions thereon causing a computer to perform the process of claim 3.

5. (Original) The method of claim 3 which includes selecting said item in accordance with a procedure that depends, in part, on the passage of a predetermined interval of time without the user selecting said item for purchase.

6. (Original) The method of claim 3 that includes selecting said item only if the total price of items selected by the user meets a pre-determined criterion.

7. (Currently Amended) A method comprising:  
**through a user-interface presented by a shopper's computer, signing-in a shopper to an on-line store or virtual storefront;**  
logging [a] ~~the~~ shopper's habits or preferences exhibited in **an on-line shopping environment** **the on-line store or virtual storefront,** in one or more database records associated with that shopper; and  
~~recalling said logged database record in a bricks and mortar store and~~ using the logged information in connection with bricks and mortar shopping by said [user] **shopper.**

8. (Canceled)

9. (Currently Amended) In a method of on-line shopping purchasing products online from a first vendor, through shopper interaction with a user interface of a shopper computer, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual – representations of items for sale on said shopper's computer, wherein items of potential interest to [a] the shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior activity in a bricks and mortar store, wherein said reference to the shopper's prior activity in a bricks and mortar store facilitates purchasing products online from said first vendor by said shopper.

10. (Previously Presented) The method of claim 1 in which the sensing comprises sensing said selected items along aisles at which said items are displayed, away from a checkout stand.

11. (Previously Presented) The method of claim 1 in which the sensing comprises sensing an RFID identifier.

12. (Previously Presented) The method of claim 3 in which the item not selected by the user, but on said recalled list associated with the user, is a dessert or cookie item.

13. (Previously Presented) The method of claim 3 in which the item is the subject of said query only if said item has not been purchased by the user for a predetermined period.

14. (Previously Presented) The method of claim 3 in which the item is the subject of said query only if the user has demonstrated a prior purchasing habit related to said item, and the omission of said item is not in accordance with said demonstrated habit.

15. (Previously Presented) The method of claim 9 wherein said activity is activity in a bricks and mortar store associated with the first vendor.

16. (Previously Presented) The method of claim 9 wherein said activity is a shopping activity.

17. (Currently Amended) In a method of **on-line shopping purchasing products online** from a first vendor, **through shopper interaction with a user interface of a shopper computer**, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual – representations of items for sale **on said shopper's computer**, wherein items of potential interest to a shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior activity in a bricks and mortar store, wherein said items of potential interest include at least one item that the shopper has not previously purchased from said first vendor.

18. (Currently Amended) In a method of **on-line shopping purchasing products online** from a first vendor, **through shopper interaction with a user interface of a shopper computer**, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual – representations of items for sale **on said shopper's computer**, wherein items of potential interest to **[a] the** shopper are presented more prominently than other items, and that includes identifying items of potential interest by reference to the shopper's prior shopping history, where said history includes transactions with ~~vendors other~~ **a second vendor different** than said first vendor

19. (Currently Amended) In a method of **on-line shopping purchasing products online** from a first vendor, **through shopper interaction with a user interface of a shopper computer**, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual – representations of items for sale **on said shopper's computer**, wherein items of potential interest to **[a] the** shopper are presented

more prominently than other items, and that includes identifying items of potential interest, at least in part, by sensing identification data from products while at the shopper's residence.

20. (Currently Amended) A method of facilitating on-line shopping comprising: collecting data about products of interest during a shopper's visit to a bricks and mortar store, ~~said data being collected prior to check-out; and ;~~

**the shopper later signing-on to an on-line store or virtual storefront over the internet, from a shopper's computer, to commence an online shopping session; and**  
using the collected data ~~thereby acquired in a later on-line~~ **in said shopper's online shopping session with said shopper with the online store or virtual storefront.**

21. (Previously Presented) The method of claim 20 wherein at least certain of the products of potential interest are not purchased by said shopper during said visit to said store.

22. (Previously Presented) The method of claim 20 wherein the data collection includes shopper activation of a ~~shelf-based sensor~~ **shelf-mounted reader** associated with a product of interest.

23. (Previously Presented) The method of claim 20 wherein the data collection includes shopper use of a sensor device in the aisle of the store to collect data relating to a product of interest.

24. (Previously Presented) The method of claim 1 wherein at least one of said items is sensed while located in an aisle of the store, rather than at checkout.

25. (Previously Presented) The method of claim 1 wherein the sensing of at least one item occurs without an associated purchase transaction.

26. The method of claim 1 in which the bricks and mortar store is associated with a first vendor, and the recalled list is used by a second vendor ~~distinct~~ **different** from the first, to present a customized selection of items in an on-line store or virtual storefront shopping environment.

27. (Previously Presented) The method of claim 3 in which the on-line shopping session is with a first vendor, yet products included on the recalled list include products that the user has not purchased from the first vendor.

28. (New) A method of shopping for products using an online storefront, comprising:

sensing machine readable data from physical products selected by a shopper, and adding such products to a favorites list associated with that shopper;

storing said favorites list in a database accessible to an online storefront web server;

soliciting a user ID from the shopper during a visit to the online storefront by the shopper, the online storefront being presented using a display of a shopper's computer;

by reference to the user ID, recalling that shopper's favorites list from the database, and populating the online storefront with a personalized universe of products corresponding to that shopper;

the shopper then identifying products to be purchased from this personalized universe of products, through interaction with a user interface presented on said the display of the shopper's computer; and

arranging for delivery of the identified products to the shopper's home;

wherein compilation of the favorites list by reference to physical products selected by a shopper - rather than exclusively by cumbersome navigation and selection of products through a computer user interface - alleviates a hurdle that has prevented more widespread adoption of on-line product shopping by certain segments of the public.

29. (New) In a method that includes sensing machine-readable data to compile a list of products, and using said list to order products from a remote location for subsequent delivery, an improvement comprising sensing said machine-readable data from sample products that are displayed in a mall storefront facility for this purpose, wherein users can inspect, handle, and sense machine-readable data from the sample products at said facility, and orders therefore can later be fulfilled from the remote location based on the list generated thereby.

30 (New) A method comprising:  
providing a mall storefront that displays certain items offered for sale, but does not stock an inventory from which sales of these items can be fulfilled;  
providing a sensor device to a customer; and  
allowing the customer to handle the displayed products and sense machine readable data from products of interest to the customer, generating an electronic list.

31. (New) The method of claim 30 that includes fulfilling said purchases as if the purchases were made online, by passing said list to a fulfiller.

32. (New) A method comprising: in a mall, providing a facility at which a collection of sample products is displayed and can be handled by customers but said samples are not available for customers to purchase and take home; rather, said facility provides an opportunity for the consumers to handle said products and use handheld appliances to sense machine-readable data from said products, which sensed data is then used to place online orders for such products; wherein the facility requires much less space than would a facility that provided an inventory of such products for the customers to purchase and take home.